SCHOOL FOOD PROJECT

2014-15 FARM-TO-SCHOOL MANUAL

Boulder Valley School District
Excellence and Equity

FARM-TO-SCHOOL

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INTRODUCTION

RATIONALE

What is Farm-to-School?

The United States Department of Agriculture (USDA) recognizes the national Farm-to-School movement as comprising efforts to bring local or regionally produced foods into the school cafeteria while introducing students to hands-on classroom learning activities that connect them to their food.[1] This movement encompasses a wide range of initiatives, including school gardening, farm visits, and the integration of agriculture, food production and preparation, and nutrition-related education into the current standards-based curriculum.

"An investment in the health of America's students through farm-to-school activities is also an investment in the health of local economies," says Agriculture Secretary Tom Vilsack. "We know that when students have experiences such as tending a school garden or visiting a farm, they'll be more likely to make healthy choices in the cafeteria. We also know that when schools invest their food dollars in their local communities, all of agriculture benefits, including local farmers, ranchers, fishermen, food processors and manufacturers."

In a survey conducted in the 2011–2012 academic year, the USDA found that more than 43 percent of all U.S. school districts were engaged in some sort of Farm-to-School programming. Examples of these initiatives include:

- Procuring local food
- Building school gardens

> CARROT HARVEST ON A FARM FIELD TRIP

- Hosting culinary classes and "cook-off" events using local produce
- Visiting local farms
- Designing curriculum tie-ins with agriculture and nutrition
- Creating new "farmers' markets" at local schools
- Developing district-wide planting and harvesting events

[1] United States Department of Agriculture (USDA) Food Safety and Inspection Service. "Farm To School." Food and Nutrition Service, n.d. Accessed Nov. 2014. http://www.fns.usda.gov/farmtoschool/farm-school.

What are the benefits of Farm-to-School programming?

Real-world application of content taught in the classroom is a significant driver of educational policy reform in the twenty-first century. Creating connections between concepts in science, social studies, math, language arts, and other content areas with school gardens, agriculture, and nutrition helps support educators in offering students engaging lessons that support healthy bodies and healthy minds.

While research evaluating the overall impact of Farm-to-School programming within school districts is in its preliminary stages, initial reports are finding that the implementation of Farm-to-School initiatives has had some measurable, positive effects on students' dietary choices.[2] Other benefits include the community outreach and involvement that develops out of partnerships between local producers and schools, as well as parent involvement that may result from creating both formal and informal Farm-to-School events and objectives. Additionally, the programming gives teachers new, experience-based, inquiry-learning opportunities for delivering classroom content.[3]

> DELICIOUS LOCAL SPINACH

How does Farm-to-School programming help support the mission of the Boulder Valley School District?

The mission of the Boulder Valley School District is to create challenging, meaningful, and engaging learning opportunities so that all children thrive and are prepared for successful, civically engaged lives. BVSD Food Servicesbelieves that all children of Boulder Valley School District will have daily access to fresh, flavorful and nutritious food made with wholesome and, when possible, local ingredients, so that every child may thrive. Curriculum and educational activities that connect students with local agriculture while introducing concepts focused on nutrition and healthy eating allow students to become more active participants in both their local economy and their own food choices. These activities dynamically engage students in the process of growing, harvesting, and preparing food, while linking learning to project-based academic outcomes that can be applied to real-world situations.

[2] Morris, Jennifer, and Sheri Zidenberg-Cherr. "Garden-enhanced nutrition curriculum improves fourth-grade school children's knowledge of nutrition and preferences for some vegetables." *Journal of the American Dietetic Association* 102, no. 1 (2002): 91–93.

[3] Skelly, Sonja, and Jennifer Bradley. "The Importance of School Gardens as Perceived by Florida Elementary School Teachers." *Hort Technology* 10, no. 1 (2000): 229–231.

Program implementation

BVSD's Farm-to-School program was introduced as part of the comprehensive reform of its school food program that began in 2009. Changes were initiated by parents in the district, many of whom remain involved as leaders and partners. The transformation of the district's food service was also conceived as an educational initiative in which students, parents, and school personnel would all learn about food together, develop strong eating habits, and connect to resources to support lifelong good health.

Since 2009, BVSD has partnered with multiple public, private, and nonprofit organizations in the community to improve school meals, encourage Farm-to-School efforts, and support school gardens. To promote Farm-to-School procurement, Boulder Valley maintains strategic relationships with multiple farmers and other suppliers of local food.

As a 2013 USDA Farm-to-School Grant recipient, BVSD Food Services has expanded its Farm-to-School and nutrition education programs and school garden initiatives to include increased local food procurement, Harvest-of-the-Month (HOTM) educational programming, garden installations, "Garden as a Classroom" professional development for teachers, Farm-to-School curriculum integration, and more.

At BVSD, we believe experiential education, including opportunities to taste local produce at school and engage in hands-on learning in school gardens, plays a key role in student consumption of fruits and vegetables. Students who have had opportunities to try school menu items and vegetables from the salad bar, participate in a lunchroom educational event, meet a local farmer, and get their own hands dirty by working in school gardens or taking field trips to farms and markets show much more willingness to try new foods and local products.

"We love the Farm-to-School Program, and we really enjoy how much our son loves the lunch and is willing to eat it happily."

—PARENT, DOUGLASS ELEMENTARY (BOULDER, CO)

CULTIVATING A SUCCESSFUL FARM-TO-SCHOOL PROGRAM

BUILDING SUPPORT

Feeding more than 12,000 students fresh, nutritious, local and—when possible—organic food every day is no easy task. Developing relationships with local producers, chefs, vendors, and community members is essential to the success of any Farm-to-School program. Upon her arrival in 2009, BVSD Director of Food Services Ann Cooper knew that in order to expand BVSD local food procurement she would have to build relationships with local farmers, chefs, and food vendors. By visiting with farmers and chefs at the farmers' market, local restaurants, other markets, and through numerous public speaking engagements and outreach activities, Chef Cooper familiarized herself with the local food landscape. Six years later, these grassroots community-building efforts have resulted in the continued expansion of BVSD's local food procurement.

Key partners

Planning for Farm-to-School activities provides an opportunity to reach out to community members and develop key partnerships that nourish and advance the Farm-to-School program. Each year, BVSD reaches out to over 70 Boulder County Farmers' Market producers to enlist farmers for the Harvest-of-the-Month program. Farmers not only supply produce but also participate in lunchtime education programs such as produce tastings, school visits, and field trips that are scheduled throughout the school year. Local chefs are often delighted to perform chef demonstrations during lunch.

Coordinating directly with local producers and chefs was instrumental in getting the BVSD Farm-to-School program off the ground in its first year. These relationships have led to additional farmers coming on board as produce vendors and Farm-to-School education supporters.

> BVSD PARTNERED WITH COMMUNITY FRUIT RESCUE AND RECEIVED GLEANED FRUIT THROUGHOUT THE FALL

In addition to gaining the support of the wider community, securing internal support from district families, students, administration, staff, and faculty is integral to success. Below are a few ways to engage the school community.

RECRUIT AND TRAIN PARENTS AND COMMUNITY VOLUNTEERS

Parents and community volunteers are essential to the success of a Farm-to-School lunchroom education program. BVSD Food Services recruits and trains new parent liaisons and volunteers every year. Each school has one parent liaison who serves as the lead communication link between the school and Food Services. Parent and community volunteers also work with students at scheduled tastings, Rainbow Days, Harvest-of-the-Month lunchroom events, Farm-to-School functions, and community events. At the annual fall meeting where volunteers undergo training, they get to meet the Food Services Director, learn about the various lunchroom and community education events

and volunteer duties, and have a chance to ask questions about the program. Visit bvsd.org/food to view and/or download the School Food Project Volunteer Manual.

OFFER SPEAKING ENGAGEMENTS AT PTA AND COMMUNITY MEETINGS

Speaking at PTA meetings or offering a community lecture series is a great way to gain community and parent support for your Farm-to-School program. A core group of parents at a school can be your champions, sharing accurate and exciting information with their school community. Consider cooking a Harvest-of-the-Month food item for parents to sample and let them know the next time that dish will be on the school lunch menu.

SEND LETTERS FROM FOOD SERVICES

Parents and caregivers can learn much about your program through a biannual letter. Each fall and winter, BVSD's food services director sends a letter via email to all BVSD families. The letter is used to share menu updates and program successes, and engages families by encouraging them to visit the website and sign up for social media and newsletters. Thousands of parents respond each year, providing valuable feedback on the program. (See appendix A for an example letter.)

PUBLISH GUEST EDITORIALS IN LOCAL PAPERS, SCHOOL DISTRICT NEWSLETTERS, AND ONLINE NEWS SOURCES

Writing a guest column, blog post, or article for your school district's or community partner's printed or online communication is an excellent way to share the great news about your Farm-to-School program with the broader community. For an example, see Chef Ann's "Thrive" message: http://bvsd.org/parents/ThriveNewsletter/ThriveNewsletterSept10email.pdf

These are not standalone efforts; rather, they complement each other in a comprehensive plan to engage the internal and external community. This will help ensure a successful and sustainable Farm-to-School Program.

KEY PARTNERS

BVSD is a proud partner of "The Shed: Boulder County," an educational campaign formed by a coalition of business, government, and nonprofit leaders in Boulder County. The goal is to balance our food system by promoting the increased production, consumption, and preservation of regional and local food options. Learn more at http://theshedbouldercounty.org

> PARENT VOLUNTEERS ENCOURAGE STUDENTS TO TRY THE CUCUMBER-TOMATO SALAD

Strategies for success

1. Reach out to farmer partners and maintain consistent communication channels throughout the school year.
2. Connect with local partners. These can include `sellers at the local farmers' market, area grocery stores, garden organizations, and corporations in the region.
3. Create a school year calendar of events with partners, including school promotional and educational events, fall and spring focus weeks, and year-round lunchroom education activities.
4. Recruit volunteers and interns to help implement lunchroom education events such as Rainbow Days, chef demonstrations, and tastings.
5. Share your successes! Getting the story out to your community will keep your momentum going.

PROCURING LOCAL FOOD

SELECTING LOCAL FARMER VENDORS

BVSD went through a formal Request for Qualifications (RFQ) process to engage local farmer vendors. The process involved sending an email to farmers we knew and to all Boulder County Farmers' Market producers / vendors (76 recipients in all). As part of the RFQ process, we asked farmers to complete a questionnaire informing us about their food safety and other farm practices; their ability to meet BVSD requirements for supply, delivery, and packaging; their willingness to participate in school visits and farm tours; and their perspective on farming and community values (see appendix C for details).

Farmer Planning Meetings

Once farmers have been selected, BVSD hosts a Farmer Planning Meeting to connect with farmers and discuss the upcoming Farm-to-School program needs and opportunities. Hosting a Farmer Planning Meeting at your school is an excellent way to meet local farmers; learn about their farm operations, planting, and harvest plans; and share your food purchasing needs. It is also an opportunity to troubleshoot, ask and answer questions, discuss issues, and find solutions as you prepare for your menu planning in the coming year. You can share and discuss your district Produce Needs Calendar (see appendix B), a helpful tool which also includes quantities and allows you to determine which producers can provide the produce you need for your upcoming meals.

NOTE: While weather and other circumstances may affect actual availability, using the Produce Needs Calendar gives you a rough idea for menu and procurement planning purposes.

> BVSD FARMER PLANNING MEETING

SAMPLE FARMER PLANNING MEETING AGENDA:

1. ENJOY SCHOOL LUNCH
2. INTRODUCTIONS
3. OVERVIEW OF DISTRICT FOOD SERVICES GOALS
4. FARM-TO-SCHOOL PROGRAM UPDATE
   - Local produce purchased to date
5. COMMUNICATIONS AND LOGISTICS
   - District-farmer communications: Orders, delivery, email communications
   - Bulk deliveries vs. recycling containers—RPCs, cardboard cases, waxed cases
6. EDUCATIONAL PROGRAMMING AND MARKETING
   - Calendar Menu Farmer Spotlights
   - Farm field trips
   - Farmer visits to schools
   - Harvest collector cards
   - Community events
   - Social media

Weekly farmer communications

Identifying efficient communications strategies with your farmers is key for success with local food ordering. We quickly realized the need for consistent and timely communications with qualified farmers. Every Monday, Food Services sends out an email to the qualified farmer list detailing our produce needs for delivery the following week and requesting pricing. The following two-week schedule demonstrates standard operating procedures for produce orders.

WEEK 1:

MONDAY: Email produce needs to farmers
WEDNESDAY: Farmer response to produce needs due. Farmer will include cost and quantity of produce available. Farmer plans for harvest and delivery to BVSD warehouse the following Thursday.
THURSDAY: Procurement Manager completes a purchase order and places an order for delivery the following Thursday.

WEEK 2:

THURSDAY: Produce is received in warehouse, sorted and staged, and delivered to production kitchens by Food Service drivers.
FRIDAY: Production kitchens begin food prep work and prepare produce to be packed and shipped to schools to be served the following week.

> LOCAL FARM FIELDS IN EARLY SPRING

TIPS FOR MANAGING YOUR FARMER ORDERS

ESTABLISH UNIQUE LOCAL PRODUCE CODES

BVSD's food-service management software system is OneSource, an integrated front and back end platform for POS, procurement, inventory, menu planning, order processing, reporting, and more.

There are two different approaches you can take for managing stock-code setups and usage for local produce. One approach is to create unique stock-code numbers for every farmer and every item, with like/identical item codes set up with a similar numbering system. For example, you can set up your prime vendor stock code for CARROTS 25 LB as stock code 1101, with local farmer carrots set up as stock code 1101A for Farmer A, 1101B for Farmer B, etc. This will allow you to substitute one stock code for another while editing and processing site orders. The upside of this system is the relatively easy substitution process. The downside is that your recipes will never reflect the exact product you are using in any given week. It also requires your numbering system to match the character count available to make unique codes.

The other approach is to use a single stock code number for each produce item (e.g., 1101 CARROTS 25 LB), set up each vendor and their pricing as options under those codes, and then change the vendor associated on the back end of the stock code to the vendor you plan to purchase from before consolidating orders. The advantage of this system is that your recipes will always match the ingredients and costing will be more accurate. The downside is that it takes a bit of savvy manipulation prior to order consolidation, and can get tricky if you need to split your orders between more than one vendor. This is the method currently used by BVSD.

EMAIL WEEKLY PRODUCE ORDER TO FARMERS TO ASSESS LOCAL FOOD AVAILABILITY AND SECURE PRICING

Once the sous chefs place their weekly produce orders, the BVSD procurement manager reviews the orders, compares the sous-chef needs to the quantities and pricing from farmers, and edits the vendor associated with items to be purchased locally. The procure-

ment manager then consolidates the sous-chef orders, creates POs to purchase the local product(s) and receive them into the warehouse, and emails the POs to farmers for delivery to the warehouse the following week. Finally, the manager creates pick and delivery tickets under the Central Warehouse for delivery to the individual production kitchens.

HAVE PRODUCE DELIVERED TO A CENTRAL LOCATION AND DISTRIBUTE FROM THERE

At BVSD, the local produce orders are purchased under the Central Warehouse site and delivered to the Food Services warehouse. The produce is then repacked in reusable bins (if applicable) or staged per the central warehouse pick tickets, and delivered to the three production kitchens by the Food Services driving team.

> STUDENTS PICK GREEN BEANS ON THEIR FARM FIELD TRIP

SUCCESSFUL IMPLEMENTATION

Between August and December 2014, BVSD purchased more than 30,000 pounds of local organic vegetables for salad bars and menu items. We also continued working with Western Slope fruit farmers, bringing in over 2,200 cases of local organic peaches, pears, and apples to our cafeterias throughout the fall. In addition, we purchased over 46,940 cases of produce from our local produce company, FreshPack, which procures from regional farmers. With farmer vendor numbers growing, consumption of fruits and vegetables expanding, and average daily participation in our district's school-food program rising, we believe BVSD's local food purchases will continue to increase.

BVSD FOOD TRUCK

OVERVIEW

Food trucks, a growing national trend, offer a fresh, fun way to serve lunch to high school students. Thanks to a generous donation from Whole Foods, the School Food Project's food truck hit the road to the BVSD's largest high schools in early fall of 2014. From pulled pork tacos to gourmet grilled cheese sandwiches and homemade soups, many delicious menu items are on offer. Named the "Munchie Machine" by students, the truck is a big hit with BVSD high school students, faculty, staff, and community members, who can "like" the truck on Facebook and follow it on Twitter to get daily menu items, locations, and times. It visits five high schools once each week.

The food truck is available for events and catering, providing fresh, nutritious meals for community and corporate events. It also makes regular Saturday appearances at the Boulder Farmers' market. Having a presence at the local farmers' market is an excellent opportunity to serve a "market-vendor-sourced" breakfast menu item while simultaneously getting the word out about the district's Farm-to-School program and its overall school breakfast and lunch programs.

> THESE BREAKFAST SANDWICHES FEATURE EGGS, CHEESE, AND BACON FROM LOCAL FARMS AND PRODUCERS

THE MUNCHIE MACHINE

On select Saturdays during the summer, the Munchie Machine visits the Boulder Farmers' Market and serves a locally sourced breakfast featuring cheese, eggs, and produce from market vendors. The School Food Project also prints copies of the breakfast sandwich recipe and distributes it to participating vendors. This is an excellent way to cross-promote local food and the local school district's food-service program.

SUSTAINABILITY

OVERVIEW

BVSD's Sustainability Management System is designed to incorporate sustainability into district operations and education with overarching themes of health and environmental awareness. This document's goals include increasing local, unprocessed, and hormone-free food offerings; expanding and maintaining gardens; and working aggressively toward zero waste. For more information go to http://bvsd.org/green/Pages/sms.aspx.

Reusables

BVSD is a proud 2014 recipient of a StopWaste Reusables Grant. Project goals include the following:

- Reducing cardboard packaging associated with transporting food to and from the district
- Reducing labor needed to break down and recycle cardboard boxes
- Reducing the cost of recycling
- Acting as a pilot with the intent to expand this model to other food shipments within BVSD
- Showing the BVSD community how it is possible to reduce shipping-related waste

This grant funding allowed the district to implement the use of reusable bins for transporting local produce, burgers, bone-in chicken, and ground beef from our local food vendor partners Anderson Beef and Boulder Natural Meats. In addition, the grant enabled the district to launch a pilot reusables program with our produce partners Food Forethought on the Western Slope and FreshPak Produce in Denver. This innovative program resulted in the elimination of over 4,500 lbs of cardboard from the waste stream and a savings of over $2,500 in packaging materials.

> FRESH ORGANIC SPINACH FROM LOCAL GROWER BLACK CAT FARM READY FOR SERVING ON THE FOOD TRUCK

Food waste

Vegetable scraps from catering and production kitchens are collected and delivered once a week to a local farm, which feeds them to its pigs. In return, the farmer provides organic produce to be used on the BVSD Food Truck and in catering services. One third of BVSD schools also have composting in the cafeteria and classrooms.

EDUCATION AND MARKETING

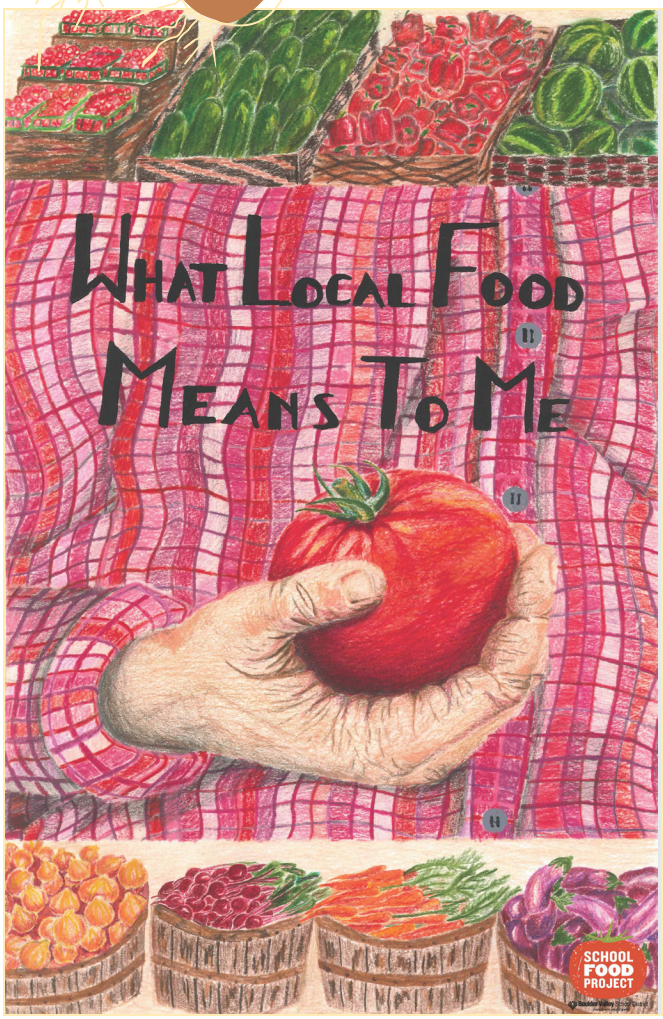
HARVEST-OF-THE-MONTH MODEL

A school lunch program incorporating a Harvest-of-the-Month (HOTM) focus creates multiple opportunities for students to learn about local food. With HOTM as your theme, education and marketing activities can be designed to educate students about seasonal, local and healthy foods. In addition, your program activities can make an impact that leads to students taking the lessons learned home with them, which supports both parents and kids in making healthy choices in their daily lives. The following education and marketing tools were designed with this goal in mind.

NOTE: *Descriptions of each education/marketing element mentioned below and downloadable files currently are posted and available for public view and downloading on the Chef Ann Foundation's "The Lunchbox" website at* www.thelunchbox.org.

Food-focused art contests

Student art contests create student buy-in for your program and help them explore their own understanding of local food. Displaying student art in menu calendars and school cafeteria posters demonstrates how students experience and value local food. BVSD Food Services works with district art teachers, who invite their students to submit artwork both for the following year's school lunch menu calendar and for cafeteria posters. The students create art based on a specific theme, such as What Local Food Means to Me, or the Harvest-of-the-Month item. The teachers select the top three entries from their students and pass them on to BVSD Food Services, which selects the winners. The winning entries are included in the annual menu calendars and made into cafeteria posters, and the winners receive a cash prize for their school art class.



> BOULDER HIGH SCHOOL STUDENT KATRINA MARTINEZ CREATED THIS WINNING POSTER IN THE WHAT LOCAL MEANS TO ME POSTER CONTEST

See appendix E for sample contest entry forms and contest information. To see BVSD calendars from past years, visit schoolfoodproject.org/food.

HARVEST-OF-THE-MONTH ACTIVITIES

BVSD FARM TO SCHOOL AND FOCUS SCHOOLS

BVSD's Harvest-of-the-Month (HOTM) activities began early in the 2014–2015 academic year with a launch at Aspen Creek K–8 on September 10, 2014, which was "Colorado Proud Day." HOTM local produce and education/marketing programs were implemented at all 52 BVSD schools served by Food Services; however, we focused on Farm-to-School Programming in 10 target schools selected based on participation in the school lunch program and other factors.

Harvest Collector Cards

Coordinated with the school lunch menu, the Harvest Collector Cards are a fun, educational tool that encourages students to try new fruits and veggies at lunch. Complete with interesting information and fun facts about featured produce, cards are offered to elementary students so they can learn more about the Harvest-of-the Month lunch item. The set also includes Farmer cards with images and information about local farmers who grow the delicious produce found on the lunch menu and salad bars. These cards enhance the nutrition education program and put a face on the Farm-to-School Program.

THE HARVEST COLLECTOR CARDS ARE A TOOL TO ACCOMPLISH THE FOLLOWING GOALS:

- Increase visibility and raise awareness of farmers in the Boulder County community and Western Slope who provide fruit such as Colorado peaches to BVSD
- Raise awareness of local food, specifically Harvest-of-the-Month vegetables and fruits featured in the BVSD lunch calendars
- Engage students and their families in learning about local food, the farmers that grow that food, and the benefits of eating that food (nutrition education)
- Identify ways and times of year to purchase fruits, vegetables, local beef and chicken.
- Highlight farmers as local food heroes
- Increase student participation in the school lunch/breakfast program

> THIS FLATIRONS ELEMENTARY STUDENT TRIED THE LOCAL BEETS AND LOVED THEM, AND SHE'S EXCITED TO SHOW OFF HER STICKER

An email describing the program and sharing ideas for what children can do with the cards is integral to program success. Parents must be informed their child will be bringing a new Harvest Collector Card home. Encourage them to ask their child what they learned about that particular food item, how they could prepare

it, and how they would describe it. Harvest Collector Cards inspire kids and parents to try new fruits and vegetables and to have conversations about healthy eating. (See apendix I.)

BVSD collaborated with the Boulder County Farmers' Markets to design, print, and distribute the 2014 Harvest Collector Cards to BVSD elementary students. Created to complement the Harvest-of-the-Month Program, and with the support of the Colorado Education Initiative, the set includes nine produce cards and five farmer cards. Our goal was to engage students in learning about local farmers, their farms, and the food they produce so that students will choose to purchase local products when possible, eat more fruits and vegetables, and get to know our local producers. To download a customizable template, visit thelunchbox.org.

"Since we have had the cards for vegetables, my salad bar produce consumption has increased by almost 50 percent!" —JANE PAUP, KITCHEN LEAD, COMMUNITY MONTESSORI SCHOOL (BOULDER, CO)

THE 2014-2015 HARVEST COLLECTOR CARD SET INCLUDES THE FOLLOWING:

PRODUCE CARDS

- TOMATOES (September)
- ZUCCHINI (October)
- BEETS (November)
- PUMPKINS (December)
- WINTER SQUASH (January)
- POTATOES (February)
- CARROTS (March)
- RADISHES (April)
- SPINACH (May)

FARMER PARTNER CARDS

- OLLIN FARMS
- BLACK CAT FARM
- ISABELLE FARM
- FOSSIL CREEK FARMS
- CURE ORGANIC FARM

> ASPEN CREEK K–8 STUDENTS MEET FARMER STEVE, TRY THE TOMATO-CUCUMBER SALAD, AND GET THEIR COLLECTOR CARDS

HOW HARVEST COLLECTOR CARDS WORK

- Cards are distributed to all BVSD K–5 and K–8 schools.
- The Harvest Collector Card set includes HOTM fruits and vegetables corresponding to the BVSD 2014–2015 school lunch calendar.
- The cards feature farmers who supply BVSD with fruits or vegetables, as well as farmer vendors at the Boulder County Farmers' Markets, where BVSD students and families can purchase local foods nearly year-round.
- BVSD distributes cards to all elementary students. at the following events:
  - SFP-sponsored HOTM tasting days (students try the food and get a card featuring that HOTM)
  - SFP farmer visits to the school (students get a card featuring their farm)
  - SFP Farm-to-School pilot school farm field trips (students get a card featuring the farm after attending a field trip)
  - At the farmers' market (students meet a farmer and get a card featuring their farm)
  - Chef demonstrations with HOTM (when students try the new food, they receive a card featuring that HOTM)

FARM-FOCUSED EVENTS

Farm-to-Table Week

Hosting a fall and spring Farm-to-Table Week is an excellent way to galvanize support for your program, engage multiple stakeholders, and celebrate your Farm-to-School initiatives. It provides content for your social media, engages your community partners, and is an opportunity to generate publicity for your program.

SUGGESTED FARM-TO-TABLE WEEK ACTIVITIES:

- Kickoff event: Farm field trip(s) to local farms
- Chef demonstration at a local school featuring the HOTM
- Farmer visit during school lunch combined with HOTM tasting with produce from their farm
- Daily social media announcements, photos, and stories about local farmers
- Harvest Celebration Community Event: Host a community event where students, parents, and community members participate in activities centered on local and healthy food, meet local farmers, and learn about Farm-to-School and school-garden programs available in your area.

BVSD'S FIRST FARM-TO-TABLE WEEK

Our fall Farm-to-Table week began with an Aspen Creek fifth-grade field trip to Olin Farms. HOTM events during the week included a chef demo and farmer visit at Community Montessori on Food Day. We ended this exciting week with our first Annual BVSD Harvest Festival, where more than 400 children, parents, and community members participated in local and healthy food activities, met local farmers, and watched the elementary Iron Chef event.

Harvest festivals

Hosting a community harvest festival is a fun way to celebrate the harvest and engage students and their families in learning about local farms and meeting local farmers.

> MARK GUTTRIDGE (OLIN FARMS) HOSTED A BOOTH AT THE BVSD HARVEST FESTIVAL

BVSD HARVEST FESTIVAL
http://www.bvsd.org/food/Pages/2014harvestfest.aspx

Held on Sunday, October 26, 2014, from noon to 4:00 p.m. at Casey Middle School in Boulder and sponsored by Whole Foods Market, the Festival showcased the season, local food, and programs in schools in the BVSD community that are working toward making local food more broadly available, with an emphasis on Farm-to-School initiatives and healthy eating. With 20 event "booths," an elementary Iron Chef event featuring 12 student teams, and a visit from BVSD's Food Truck, BVSD students, their families, and community members had a great time learning about and sampling local food, meeting local farmers and learning about farm operations, and exploring the world of gardens and composting.

Among the event exhibitors were five local food vendors, a School Food Project Spaghetti Squash HOTM chef demonstration, seven school garden/composting education organizations, two local farmers, and five producers, including the Boulder County Farmers' Market. Even Boulder's local dairy goats attended the festival! Kids and parents alike loved meeting the local farmers who provide food for BVSD schools, and appreciated the opportunity to get their Harvest Collector Farmer Cards signed. (See appendix G.)

Market days

Hosting a district day at a local farmers' market is an excellent way to engage your community in your Farm-to-School Program. At the event, families can meet school district farmer partners, get their farmer and harvest collector cards signed, receive a collector card set, have their faces painted, and enjoy delicious food and samples of school-lunch menu items. Offering free prizes and hosting a raffle drawing is one way to encourage attendance. (See appendix H.)

> THIS MOM AND DAUGHTER TRY RADISHES AT CURE ORGANIC FARM

Farmer visits

"Meet the Farmer" visits, especially if coordinated with a Harvest-of-the-Month produce item, help students connect their food with the person who grew it. Farmer visits provide an opportunity for students to ask questions about local food, farm operations, and more. Farmers, in turn, get a chance to see their produce on the salad bar and in school meals.

Farm field trips

A class field trip to a local farm is an excellent way to connect school lunches, gardens, and local farms. Curricular connections are endless, and the hands-on experience for students, teachers, and parent volunteers alike can be life-changing.

> A BVSD STUDENT MEETS FARMER PARTNER ERIC SKOKAN (BLACK CAT FARM) AT BVSD DAY AT THE BOULDER FARMERS' MARKET

"My daughter asked for salad for dinner tonight. She really was moved by today's tour!"

—PARENT, AFTER A VISIT TO CURE ORGANIC FARM

Thanks to the BVSD Farm-to-School grant, we were able to offer free transport for farm field trips to all interested schools in the spring of 2015. Students learned about where their food comes from, met local farmers, and saw farm operations first-hand, including planting and harvest.

PARTICIPATING FARMS INCLUDED:

- Growing Gardens (Boulder)
- Cure Organic Farms (Boulder)
- Ollin Farms (Longmont)
- Isabelle Farms (Lafayette)
- Black Cat Farm (Boulder)
- Fossil Creek Farms (Fort Collins)
- Oxford Gardens (Boulder)

* These farms were featured in our Farm-to-School Harvest Collector Card Project.

FOOD AND EATING

NOTE: Descriptions of each element mentioned below and downloadable support files currently are posted and available for public view and downloading on the Chef Ann Foundation's "The Lunchbox" website at www.thelunchbox.org.

Rainbow Days

On Rainbow Days, all students are invited to "make a rainbow" on their plate with various fruits and veggies from the salad bar. Cold-lunch students are offered a container so they, too, may make a salad for free. All students who eat their "rainbow" get an "I Made a Rainbow at the Salad Bar today" sticker. When your Harvest-of-the-Month featured produce is on the salad bar, you'll have an exceptional Farm-to-School educational event! Coordinating a Rainbow Day with a school garden harvest is an excellent way to connect a school garden and lunch program. For more details, see the BVSD Farm-to-School "Garden as a Classroom" Manual at bvsd.org/food.

"My daughter has several food sensitivities and is an incredibly picky eater, and she came home raving about a rainbow salad she made at school today—she listed several fruits and vegetables, and she relayed, 'And I even ate everything!' She was also impressed that the food was free. I feel so incredibly lucky to live in a place that makes clean, healthy, farm-to-table food a priority."

—BVSD MONARCH K–8 PARENT

Chef demonstrations

Chef demonstrations engage students with a sensory approach to the school lunch menu. Local chefs or district managers typically set up a demonstration table in the cafeteria so students can see the menu item being prepared, ask questions, and taste samples.

> FOOD SERVICES DISTRICT MANAGERS PERFORM A CHEF DEMONSTRATION

Harvest-of-the-Month tasting events

Even the most reluctant veggie eaters are eager to try the Harvest-of-the-Month featured produce. Tastings held during lunch are an excellent, non-threatening way to offer garden produce to students. Volunteers and Food Services staff prepare the Harvest-of-the-Month item for sampling. "This is awesome!" "It's delicious." "Two thumbs up!" "Can I go back for seconds?" and "I want to eat spinach all the time!" are just some of the responses we've gotten from children.

Iron Chef competition

The "Iron Chef" competition is a cooking event where student teams create a meal around a special theme or ingredient. These "Iron Chef" contests not only give students a chance to show off their culinary skills, but also boost participation in the school lunch program. Student teams submit their entry to Food Services. The top teams are then selected to participate in the actual cooking competition. Dishes must adhere to all National School Lunch Program nutritional standards and must also take into account price and feasibility for bulk production.

> IRON CHEF CONTESTANTS PREPARE THEIR DISH

You can incorporate a local food twist by choosing a specific theme (such as "local food" or "Harvest of the Month)" and requiring that each recipe incorporate a local, seasonal ingredient. At BVSD, the culinary creations are judged by an expert chef panel, and the winning recipe is included in the upcoming year's lunch menu to be served across the district. Visit thelunch-box.org for details on how to run a Junior Chef cooking competition. For BVSD Iron Chef registration and recipe templates, see appendix F.

Super Sprowtz Salad Bar Program

Super Sprowtz is an exciting story-driven nutrition program that uses entertainment and puppetry to educate kids about healthy eating habits. In 2015, BVSD Food Services piloted the Super Sprowtz Salad Bar Program at six of the district's elementary schools. The Super Sprowtz program includes engaging salad bar graphics featuring the Super Sprowtz Super Heroes (Brian Broccoli, Colby Carrot, Suzy Sweetpea, and others), who invite kids to "Eat Your Superpowers." Schools that have tried the Super Sprowtz program report increased student consumption of vegetables from the salad bar.

THE PROGRAM INCLUDED:

- Graphics applied to the salad bar
- A Rainbow Day to "welcome" the newly decorated salad bar to the school and encourage students to experience the new salad bar.
- A Super Sprowtz Learning Kit, which contains the following resources:
  - Carrot Flash drive filled with videos and Health/PE lesson plans
  - Children's literature (four books featuring stories about the Super Sprowtz)
  - Super Sprowtz puppets
  - DVD/Videos

For more information about the BVSD Super Sprowtz Launch and to see photos, please visit supersprowtz.com.

> MONARCH K–8 STUDENTS PREPARE A DELICIOUS SNACK FEATURING LOCAL RADISHES

Cooking classes

Inspire students to learn culinary skills and try local, seasonal vegetables through classroom-based cooking instruction.

Parent events

Getting parents engaged is essential to overall Farm-to-School program success. When parents have a chance to see and taste local food on the school lunch line or on the salad bar, they are usually eager to support their child eating school lunch. We've found that the following events helped us connect parents with our Farm-to-School program and encouraged greater lunch participation:

- Tastings and Talks at PTA meetings: Sharing information about Farm-to-School events at PTA meetings in early fall and spring is a great way to get parents involved. Give an overview of your

program and upcoming events, and let parents sample some locally produced menu items. If there's time, follow with a short Q&A.

- Lunch with Your Child: When presented as a Harvest-of-the-Month event, parent-child lunches help increase parent awareness of the Farm-to-School program and can result in increased participation in the school lunch program. Coordinate with the school administration, PTA, and the kitchen team to arrange a grade-level parent-child lunch. Most parents are delighted to have an opportunity to eat with their child and check out the local food offerings on the school lunch menu.

Social Media

BVSD's social media efforts allow students and community members to "like" the School Food Project and Munchie Machine on Facebook, follow them on Twitter at @SchoolFoodProj and @BVSDFoodTruck, and connect on Instagram at BVSDFoodTruck.

SCHOOL GARDENS: "GARDEN AS A CLASSROOM" CURRICULUM

In a study that compared science assessment scores for students taught content through hands-on gardening lessons versus traditional classroom instruction, the findings showed significantly higher achievement in students who were able to access a school garden.[4] Gardens not only provide an opportunity to encourage physical movement and a more active role in the food chain, but research supports their use as a tool for delivering learning outcomes.

School gardens have a variety of functions and several unexpected benefits. Along with providing an "outdoor classroom" where student experiments and learning activities can be hosted, participation in the planting, growing, and harvesting of crops in a school garden has been shown to increase a student's willingness to try new vegetables and generate learning about healthy diets and activities.[5] Additionally, harvested produce can be used in school cafeterias; it can also be sold—either as part of a lesson in economics within the social studies curriculum or simply to raise funds.

Students who have had opportunities to taste unusual vegetables, participate in a lunchroom educational event, meet a local farmer, and get their own hands dirty by working in school gardens or taking field trips to farms or markets show much more willingness to try new foods and local products. Schools that have gardens typically show higher levels of participation in school-food programs. At BVSD, lunch purchases peak after we hold harvests in school gardens.

Prior to 2014, 27 of BVSD's 56 schools had school gardens. Many of these were created and supported by the local Growe Foundation, which provides assistance with design, organization, planting, maintenance and—most importantly—lessons about biology, ecology, horticulture, and even the economics of the food business. Typically each grade in the school plants and tends a garden plot, and teachers, as well as many parents, participate. In both spring and fall a shared harvest is held, with vegetables often taken to the school kitchen to be included on the salad bar. As students take great pride in their production, this is a time when just about everyone joins in to eat together!

> PLATT MIDDLE SCHOOL STUDENT PLANTS IN THE NEW SCHOOL GARDEN

To learn more about the role of school gardens as part of a comprehensive Farm-to-School Program, including how to start, gain support for, and sustain a school garden, please see the BVSD Farm-to-School "Garden as a Classroom" Manual at bvsd.org/food.

[4] Klemmer, C.D., T.M. Waliczek, and J.M. Zajicek. "Growing Minds: The Effect of a School Gardening Program on the Science Achievement of Elementary Students." *HortTechnology* 15, no. 3 (2005): 448–52.

[5] Morris, Jennifer, Marilynn Briggs, and Sheri Zidenberg-Cherr. "School-based Gardens Can Teach Kids Healthier Eating Habits." *California Agriculture* 54, no. 5 (2000): 40–45.

RESOURCES

BVSD GREEN:
BOULDER VALLEY SCHOOL DISTRICT SUSTAINABILITY PROGRAM
http://bvsd.org/green

BVSD SCHOOL FOOD PROJECT
http://www.bvsd.org/food/Pages/default.aspx

CHEF ANN FOUNDATION
http://www.chefannfoundation.org

COLORADO FARM-TO-SCHOOL NETWORK
http://coloradofarmtoschool.org

COLORADO FOUNDATION FOR AGRICULTURE
http://www.growingyourfuture.com

COLORADO STATE EXTENSION
http://www.ext.colostate.edu

NATIONAL FARM-TO-SCHOOL NETWORK
http://www.farmtoschool.org

LET'S MOVE SALAD BARS TO SCHOOLS
http://www.saladbars2schools.org

THE LUNCH BOX
http://www.thelunchbox.org

USDA FOOD AND NUTRITION SERVICE—FARM-TO-SCHOOL
http://www.fns.usda.gov/farmtoschool/farm-school

APPENDICES

APPENDIX A
SAMPLE LETTER FROM FOOD SERVICES DIRECTOR

APPENDIX B
PRODUCE NEEDS CALENDAR

APPENDIX C
FARMER PLANNING MEETING AGENDA, RFQ, AND SAMPLE WEEKLY EMAIL

APPENDIX D
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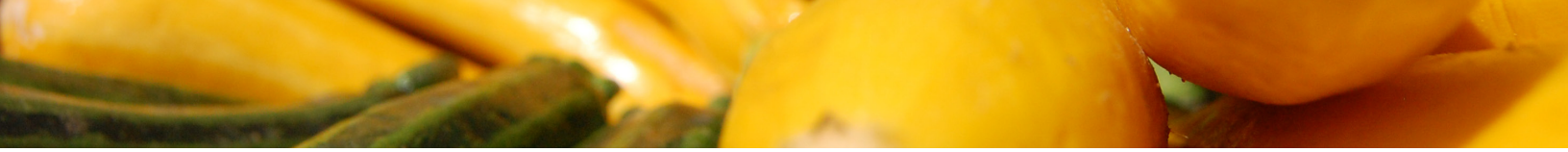
APPENDIX F
IRON CHEF CONTEST REGISTRATION AND RECIPE FORMS

APPENDIX G
HARVEST FESTIVAL FLYER

APPENDIX H
MARKET DAY FLYER

APPENDIX I
HARVEST COLLECTOR CARD PARENT LETTER



APPENDIX A:
Sample Lettler From Food Services Director

Welcome Back, Parents & Caregivers,

We're excited for the 2014–15 school year! The Food Services team has been cooking up some brand new, healthy, kid-approved recipes featuring local and regional products for your children. We are thrilled to debut the BVSD Food Truck and we're looking forward to a year of innovative Farm-to-School programs in our schools.

New Menu Items for ALL Schools
New recipes this year include the Nederland Quinoa Patty (developed by Nederland students) and the Crispy Chicken Bowl, our 2014 Iron Chef Competition winner. See a complete list of new menu items on our website at http://bvsd.org/food.

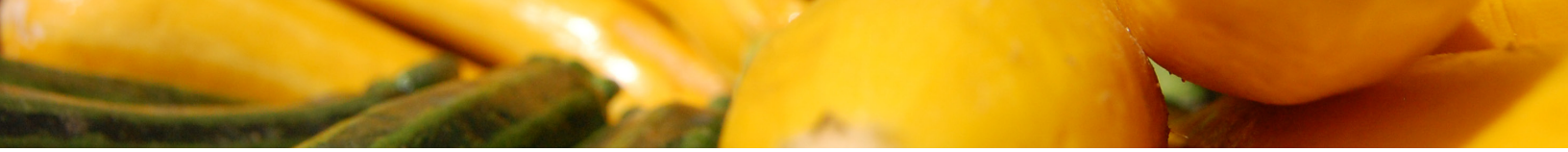
Allergen and Nutrition Information
Check out http://bvsd.org/food for allergen and nutrition information on our menu items. Email deb.trevor@bvsd.org to join the Allergen Alert email group and receive timely information on menu and product changes.

BVSD Harvest Festival
Join us for BVSD's Harvest Festival on Sunday, October 26 from noon to 4:00 p.m. at Casey Middle School, 1301 High Street, Boulder. Fun for the whole family, the Festival will feature an Iron Chef Competition, and will showcase seasonal and local food and highlight Farm-to-School, garden, and healthy eating programs in our schools.

BVSD SFP Food Truck
The BVSD SFP Food Truck serves lunch once each week to each of BVSD's five largest high schools and is also available for catering and special events. "Like" the BVSD SFP Food Truck on Facebook and follow us on Twitter (@SchoolFoodProj) to see the weekly schedule, menu and daily Food Truck updates.

Volunteer Opportunities
The School Food Project's Program Coordinator, Curry Rosato, is looking for Parent Liaisons and Parent Volunteers. The Parent Liaison is our communication link from your school to the Project and back. Parent Volunteers help students at scheduled tastings, Rainbow Days, Harvest of the Month, Farm-to-School, and community events. **If you are interested in being a School Food Project Liaison or Volunteer, please email Curry** at curry.rosato @bvsd.org, and **join us for lunch and a liaison/volunteer meeting** on Tuesday, September 16 from 12:15 to 1:30 p.m. at Arapahoe Ridge Cafeteria, 6600 Arapahoe Rd, Boulder. Please email Curry your lunch RSVP and let us know the school(s) your kid(s) attend.

BVSD Online Payment System – MyPaymentsPlus"
Set up a lunch payment account in MyPaymentsPlus to assure that your students always have money on their meal account. It's fast and free to use. Go to https://mypaymentsplus.com/ for more information and to set up your student's account today.



Come Work Part-time for Food Services! Work when your kids are in school and have the summers off when they're home. We are always looking for friendly faces to join the Food Services team. Call Sarah Acker at 720.561.5049 or email her at sarah.acker@bvsd.org for more information!

This year our **Endless Salad Bars** remain 100% gluten-free and are stocked with even more farm-fresh produce from our partnerships with Isabelle Farm, Dew Farms, Ollin Farms, and Fossil Creek Farms. Regional organic milk and whole-grain baked goods remain on our menu, and we continue to avoid highly processed foods, partially hydrogenated oils, high-fructose corn syrup, chemicals, dyes, and food additives.

We thank you for your continued support and hope that your student's back-to-school routine includes choosing school lunch. Please call or email if there's anything we can do to help – we are always open to your feedback and suggestions.

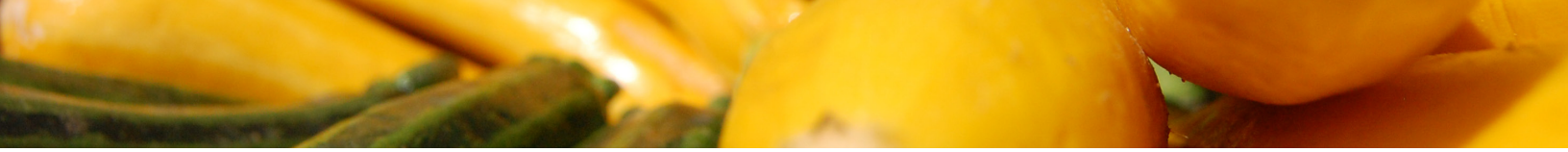
Sincerely,

Ann Cooper
Director of Food Services
Boulder Valley School District

APPENDIX B:
Produce Needs Calendar

BVSD 2015-16 ESTIMATED PRODUCE USAGE

delivery month of	per week use aug sep oct	per week use nov dec	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
GENERAL SALAD BAR USE +												
Broccoli crowns												
Carrots topped jumbo - lb												
Cauliflower 12 ct - lb												
Celery												
CUCUMBERS -lb												
PEPPERS Green bell peppers -lb												
PEPPERS COLOR MIXED lb												
Squash - summer/zucchini												
Tomatoes - 5x5												
Tomatoes - cherry												
ADDITIONAL HOTM VEG												
Beets												
Cabbage green												
CORN 48 ct - lb												
Pumpkin												
Radishes												
Spinach												
Squash - butternut and spaghetti												
POTATOES AND ONIONS												
Onions Yellow												
POTATOES baking 90 ct - lb												
POTATOES Sweet med- lb												
POTATOES Yukon gold- lb												



APPENDIX C:
Farmer Planning Meeting agenda, RFQ, and Sample Weekly Email

BVSD FARMER PLANNING MEETING

Tues Jan 27, 2015, 12:30-2:00 pm, Arapahoe Ridge HS Cafeteria

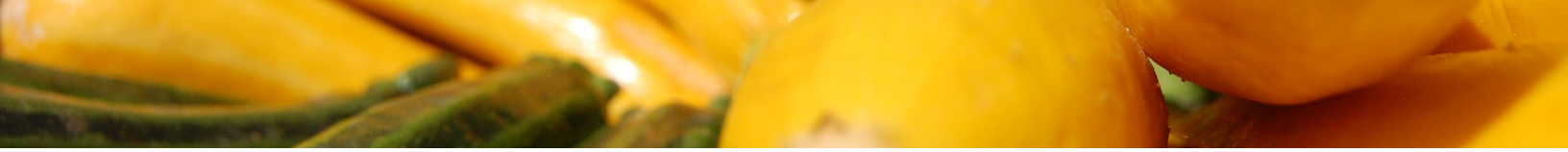
AGENDA

WELCOME

1. LUNCH SERVED 12:30
2. Introductions
3. Overview of BVSD FS goals, philosophy - Ann
4. Successful fall Farm to School program! - Deb
    a. Local produce Aug 2014-Jan 2015 (*handout 1)*
        i. Veg - 23,000 lb, $27,000
        ii. Fruit – 2475 cs peaches, pears, apples; picked up by our produce vendor on west slope, delivered to q school
    b. Email/ordering and delivery system – what worked, what didn't
        i. List emailed to farmers Mondays, Quantities and prices emailed back to Deb by Wed EOD, POs emailed Thurs for following Thurs delivery
        ii. Bulk deliveries vs Recycling containers – RPCs, cardboard cases, waxed cases
5. Educational Programming and Marketing- Curry
    a. Calendar Menu spotlights
    b. Student visits to farms
    c. Farmer visits to schools
    d. HOTM collector cards
    e. Flyers
    f. Events
    g. Social Media

PRODUCTION NEEDS

1. BVSD 2015-16 Estimated Produce need by type of use *(handout 2)*- Deb
    a. Salad Bars
    b. Scratch cooking/menu potatoes
    c. Seasonal veg – HOTM
        i. HOTM schedule 2014-15 vs 2015-16
        ii. Successes – peppers!
        iii. Challenges –
            1. Mother nature - late tomato harvest; late corn harvest;
            2. Planning - summer squash and winter squash menued too late
            3. Other - no local potatoes
        iv. Does the 2015-16 HOTM calendar choices make sense? *(handout 3)*

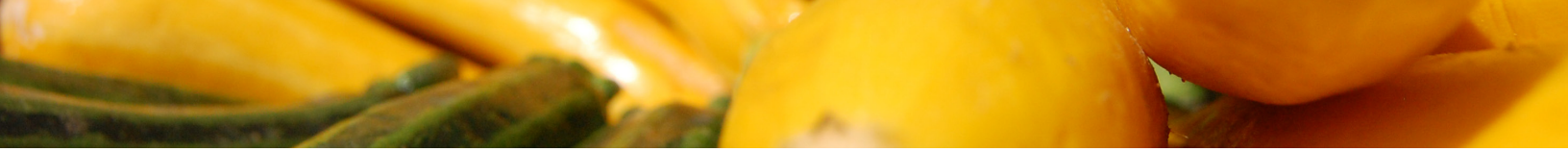


1. Do you have better ideas for the HOTM choices?

d. Spring 2015 estimates tbd
   i. March – carrots – Ollin (~1500 lb/wk)
   ii. April – radishes – Isabelle (~500 lb/wk)
   iii. May – spinach – isabelle (~250 lb/wk)

WORKING W/ YOU

1. Are you growing something we can add to next year's menu (seasonal veg/ salad bar/menu item)?
2. Can you commit to growing something specifically for our menu?
3. RFQ (Request for Qualifications) (*handout 4)*



Request for Qualifications

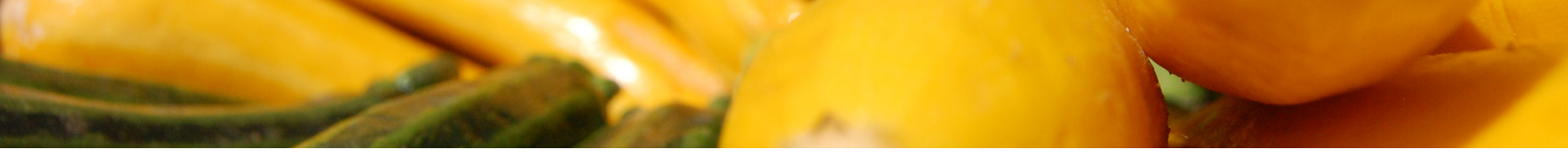
BVSD Food Services on Local Produce Procurement

Please answer the following questions as part of effort to plan for the 2015-16 SY BVSD menu calendar. All those who wish to be considered for potential purchasing with BVSD must complete this survey. Please return via email by Friday February 6, 2015

1. Do you have and follow a GAP or other Food Safety plan (e.g. BCFM "Best Practices" list)? If needed, can you provide documentation of a GAP or other food safety plan?
2. Describe your farming practices:
   a) certified organic
   b) certified naturally grown
   c) following organic standards but not certified
   d) conventional
3. How close in miles is your farm located from BVSD Ed Center, 6500 E Arapahoe Road, Boulder?
4. Are you willing to commit in advance to estimates of needs, then receive final orders via email PDF on Thurs for delivery the following Thursday to warehouse or 3 regional kitchens?
5. Produce must be delivered washed, in standard case weight sizes. Will this be an issue?
6. District preference is to use reusable containers/crates, which we understand could be a barrier and goal to work towards. Barring that capability, what are your practices to minimize packaging and promote recycling/reuse?
7. Are you willing to visit BVSD schools and host student farm visits?
8. Please provide a brief statement regarding your farm and its relationship to the values (e.g. – provide access to healthy, fresh food or promote food education) of the community.
9. District policy is net 30 payment. Will this be an issue?

looking for:

1. Farm Certified Organic or Certified Naturally Grown or member of Bionutrient Food Association or other (farm without pesticides, herbicides, GMOs)?
2. Farms located within 50 miles of BVSD Ed Center at 6500 E Arapahoe Road
3. Willing to commit in advance to estimates of needs, willing to receive orders via email PDF on Thurs for delivery the following Thursday to warehouse
4. Produce delivered within 48 hours of harvest
5. Produce delivered washed, in standard case weight sizes, in reusable containers/crates.
6. Willing to visit schools and host student farm visits
7. Payment net 30



Weekly Farmer Email Sample

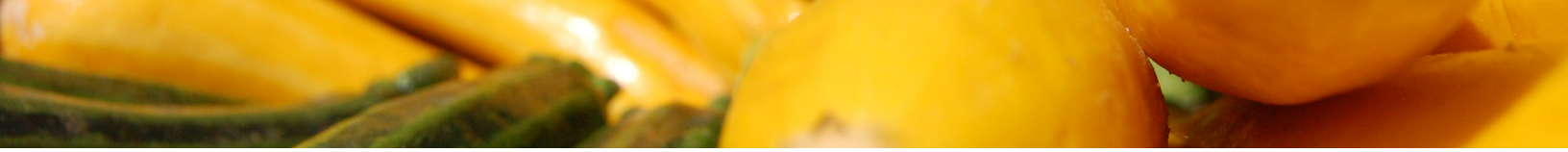
Dear Farmers,

We are in need of approximately 300 LB of local radishes, delivered to our warehouse Thursday 5/14.

We will also need approximately 500 lbs. of spinach, delivered to our warehouse first thing (6 am) Mon 5/18.

Please email me back by EOD Wed 5/6 the quantity and pricing for radishes and/or spinach you have available. I will send POs out to you on Thursday 5/7.

Thank you!



APPENDIX D:
School Food Project Flyer

MISSION

We're dedicated to improving the health of each student by providing healthy food to grow young bodies and minds.

WHAT WE DO

We host **200** school events a year -
Tastings give our kids a chance to try samples of our menu.
Rainbow Days introduce elementary students to the salad bar while teaching healthy fruit and veggie choices and portion control.
Chef Demonstrations engage our older students with a sensory approach to our lunch menu.
Calendar and poster art contests show what local food means to our kids.
Iron Chef Competitions offer our students the opportunity to cook what they want to eat for school lunch.

NEW THIS YEAR...

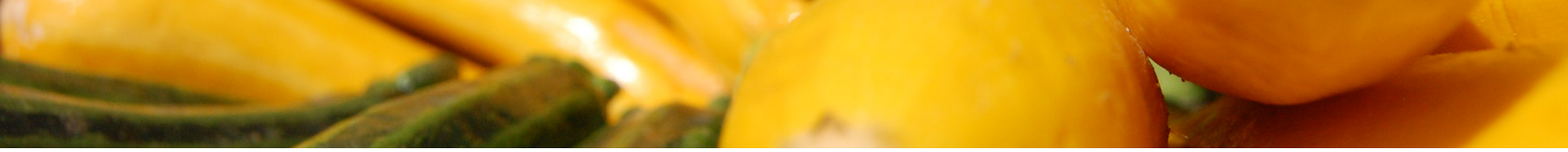
- SFP Food Truck
- Farm to School Programs including..

Harvest of Month activities
Harvest Festival
"Garden as a Classroom"curriculum

JOIN US

Interested in volunteering with The School Food Project?
Email Curry at curry.rosato@bvsd.org to get involved.

FACEBOOK.COM/THESCHOOLFOODPROJECT FACEBOOK.COM/BVSDSCHOOLFOODTRUCK TWITTER.COM/SCHOOLFOODPROJ



APPENDIX E:
Art Contest Forms and Information

BVSD School Food Project

2014-15 POSTER ART CONTEST!

Dear Art Teachers,

BVSD Food Services was recently awarded one of only 71 national Farm to School Grants! Through the grant, we will be focusing on education about Farm to School and local foods in the 2014-15 school year. Therefore, we are holding a new 2014-15 poster contest with the theme "**What Local Food Means to Me!**"

We are looking for original student artwork for our poster contest. We will choose **six** winning artists. Two for elementary school focused posters, two middle and two high. Each school will be assigned two grade levels and asked to submit **four** pieces of artwork, **two** for each assigned grade level. We will be featuring each winning poster in their respective grade level schools, and we need your students' artwork to help promote the importance of eating local food!

SCHOOL	Art Teacher	Grade Level
Boulder High	Virginia Schick	High, Elementary
New Vista	Ilan Sherman	Middle, High
Arapahoe Ridge	Sarah Flynn	High, Middle
Broomfield High	Anne Quinlan	Middle, Elementary
Monarch	Claudia Overton	Middle, Elementary

Size: Original Artwork must be two dimensional and vertical, 11" x 17" on paper

Medium: Vibrant and Colorful (suggestions: oil pastels, chalk pastels, paint) (Digital 200 DPI minimum)

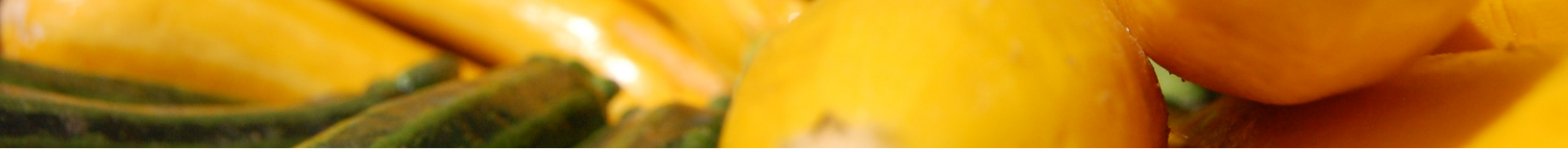
Requirements: Please incorporate the title **"What Local Food Means to Me"** into the artwork. Also, please leave space in the bottom right hand corner for our School Food Project logo. See attached logo file for reference. All students should sign their work.

Send to Enter: Original artwork to Elyse Wood, Food Services, Ed Center (drop-off preferred) or email digital files to elyse.wood@bvsd.org.
Winners will be asked to submit a short bio (these can be sent with artwork if preferred). Please submit in a Word Document.

Deadline: Submissions due by Friday, April 25.

Thank You: Receive $250 for your classroom for your assistance! Winning students will receive a prize for their work as well. To be announced.

Email Elyse Wood elyse.wood@bvsd.org if you have any questions.



Greetings Art Teachers,

Attached please find the BVSD Food Services 2015-16 Calendar Art Contest information.

Art teachers must email deb.trevor@bvsd.org directly to sign up to participate on a First Come, First Serve basis.

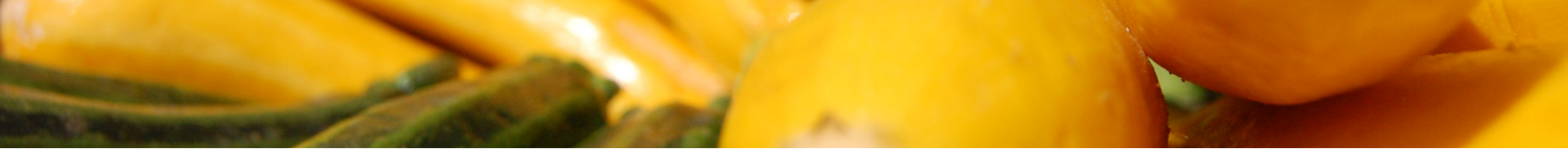
We need 7 elementary schools and 3 middle schools to create art for the each month August 2015 thru May 2016. We need one high school to illustrate the calendar cover.

Art and accompanying student information sheets are due back to our office by Mar 20.

Thank you so much for your continued assistance with this project!

Please let me know if you have questions.

Thank you!



BVSD School Food Project

2015-16 MENU ART CONTEST!

STUDENT INFORMATION FORM

Student Name _____

Grade _____

School _____

Teacher _____

1. **I like to eat _____(fruit/veg) because it makes me feel**

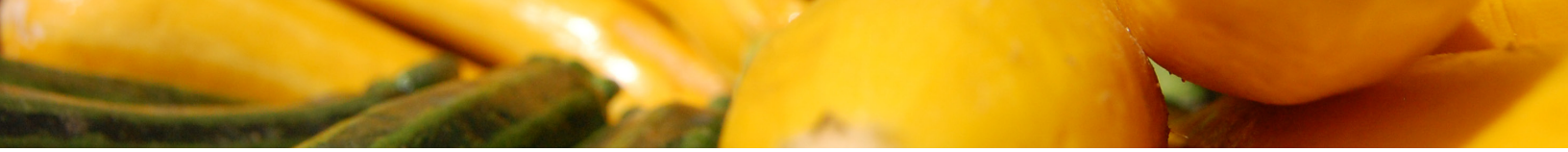
   _____

   _____

2. **My favorite vegetable dish is _____ because _____**

   _____

   _____



BVSD School Food Project

2015-16 CALENDAR MENU ART CONTEST!

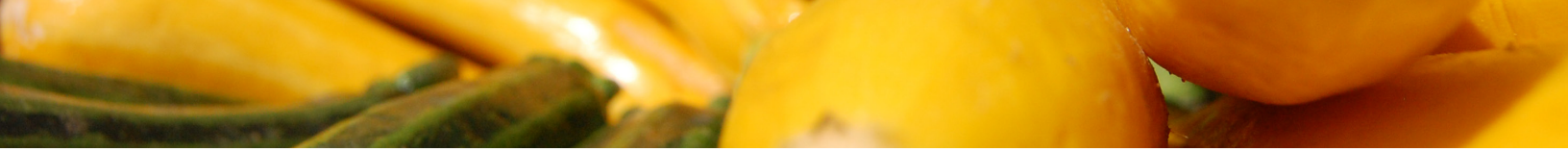
Dear Art Teachers,

BVSD Food Services is looking for original student artwork for the 2015-16 Lunch Calendar Menu. Each school should submit 3 pieces of artwork for their assigned month, featuring one of the fruit/vegetable choices listed below. Artwork that includes both choices in months with two are also welcome. We will be featuring the specific fruit/vegetable throughout each month in our cafeterias through our Harvest of the Month program, and we need your students' artwork to help promote the produce!

MONTH	SCHOOL	Art Teacher	FRUIT/VEGETABLE CHOICE - HARVEST OF THE MONTH
Aug 15			Peaches and Summer Squash (Zucchini and Yellow)
Sep-15			Tomatoes and Corn
Oct-15			Bell Peppers and Apples
Nov-15			Pumpkin
Dec-15			Beets
Jan-16			Winter Squash (Butternut and Spaghetti)
Feb-16			Cabbage
Mar-16			Carrots
Apr-16			Radishes
May-16			Spinach
COVER	High School		Image depicting "Fresh From the Farm"

Size: Original Artwork must be two dimensional, 8" x 8" on paper
Medium: Vibrant and Colorful (suggestions: oil pastels, chalk pastels, paint)
(Digital 200 DPI minimum)
Send to Enter: Original artwork to Curry Rosato, Food Services, Ed Center
Student info (Word doc) email to curry.rosato@bvsd.org
Deadline: Submissions due by Friday, March 20.
Thank You: Receive $250 for your classroom for your assistance!

Art teachers, please make sure we receive both the Student Information and the artwork. We will publish Student Information and student picture next to the winning artwork on the calendar. Email Deb Trevor deb.trevor@bvsd.org if you have any questions.



APPENDIX F:
Iron Chef Contest Registration and Recipe Forms

2015 Middle School IRON CHEF TEAM APPLICATION

Please complete this form clearly and return it with your recipe entry form to Stephen Menyhart, Food Services District Manager, at stephen.menyhart@bvsd.org.

Forms & recipes must be received by Friday March 6th, 2015.

Team Name:_____

Host School:_____

Adult Contact:_____

Phone Number:_____

Email:_____

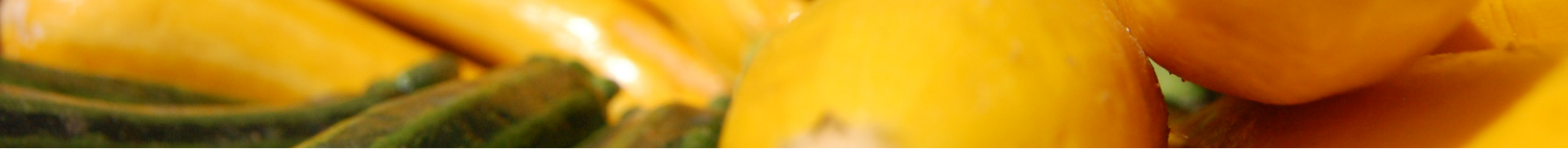
Team Members (2-4 students) must be enrolled in the Boulder Valley School District, and can be any combination of 6th-8th graders.

Team Member 1 Name:_____Grade:_____

Team Member 2 Name:_____Grade:_____

Team Member 3 Name:_____Grade:_____

Team Member 4 Name:_____Grade:_____



IRON CHEF RECIPE ENTRY FORM

Team Name:_____

Recipe Name:_____

Food Cost Per Meal:_____

Ingredients:

Amount	Unit/Measure	Ingredient	Price

Instructions – (Be as specific as possible in this section):

1.

2.

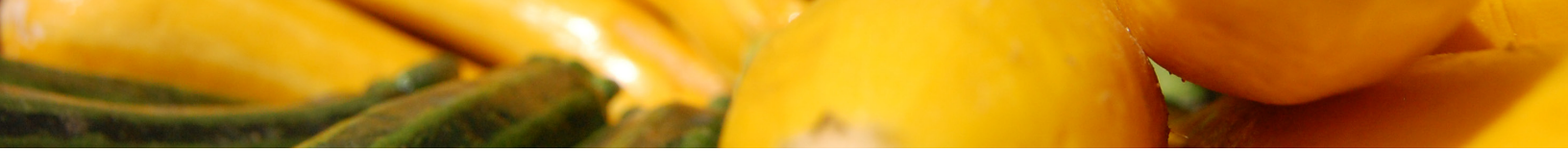
3.

4.

5.

6.

Etc. . .



APPENDIX G:
Harvest Festival Flyer

WHOLE FOODS MARKET

SCHOOL FOOD PROJECT

BVSD's School Food Project presents the

2014 Harvest Festival

October 26
Noon-4 p.m.
Casey Middle School,
1301 High St., Boulder

AT THE FESTIVAL

Iron Chef competition – Best after-school snack

Kids' activities

Live music by Left Hand Market Boys

Goats from Mt. Flower Goat Dairy

Local farmers and vendors

Raffle with fabulous local food prizes

Local food - demonstrations and tastings from local chefs and vendors

Harvest of the Month - Taste the harvest of the month, then get the new harvest trading cards and have them signed by BVSD's partner farmers

BVSD's new food truck - enjoy fresh local entrees

School garden demonstrations and activities with Growe, Growing Gardens, The Kitchen Community and BVSD

FARM-TO-SCHOOL

The School Food Project sources local foods when possible and provides hands-on food and farm-to-school education programs that encourage students to try new foods, eat more fruits and vegetables, learn about where the food comes from and develop lifelong healthy eating habits.

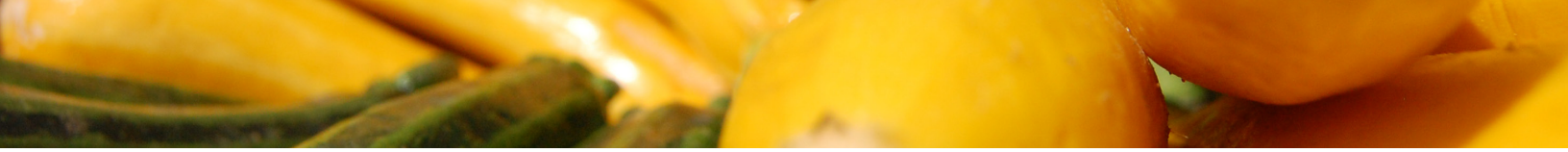
SEED SWAP

Do you have seeds you saved from your garden? Or organic seeds left over from planting this year? Bring them to the BVSD Harvest Festival **Seed Swap**! Learn to grow, harvest, clean, dry, and store seeds from your own garden! No need to bring seeds to participate ~ All are welcome. Label seeds with the variety, year and what you love about them.

FOR MORE INFO

Contact:
Curry Rosato
The School Food Project - Program Coordinator
720-561-6005
curry.rosato@bvsd.org

Boulder Valley School District
Excellence and Equity



APPENDIX H:
Market Day Flyer

BVSD Day
at the
Boulder Farmers Market

May 2, 8 a.m.-2 p.m.
13th Street between Arapahoe and Canyon

The schedule of events includes:

8 a.m.-2 p.m.: Munchie Machine (BVSD Food Truck)
Visit the Munchie Machine for Boulder's Best Breakfast including market-sourced breakfast sandwiches, green smoothies and more.

Stop by the School Food Project table for a Harvest of the Month food tasting and healthy eating activities.

Get your Harvest Collector Cards

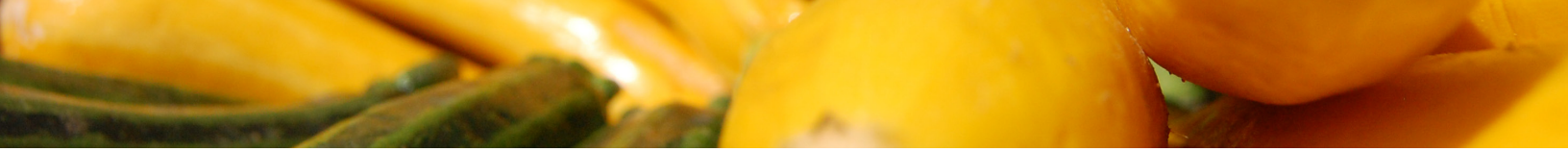
9-11 a.m.: Meet BVSD Farmer Partners
Get your farmer and harvest cards signed by the local farmers who provided beautiful produce for BVSD school meals and salad bars this year. All students who attend this portion of the day will receive a Market Sampler bag filled with produce from BVSD Farmer Partners (while supplies last) and can enter our raffle drawing for $100 Market Bucks.

Enjoy Fun Activities & Live Music Throughout the Day! Learn more at the School Food Project Facebook and Twitter (@SchoolFoodProj) pages!

Boulder Valley School District
Excellence and Equity

SCHOOL FOOD PROJECT

BOULDER COUNTY FARMERS MARKETS
EST 1987



APPENDIX I:
Harvest Collector Card Parent Letter

Marketing to Parents:

Pumpkins, beets, and spinach . . . oh my!

Has your child been bringing colorful "food cards" home from school lately? Those are Harvest Collector Cards provided by the BVSD School Food Project. The cards were created to support the new Farm-to-School program in Boulder Valley School District this year. Coordinated with the school lunch menu and complete with interesting information and fun facts about featured produce, the Harvest Collector Cards are a fun, educational tool that encourages students to try new fruits and veggies at lunch. Their goal is to teach students more about the Harvest-of-the-Month lunch item. The set also includes Farmer cards, with images and information about local farmers who grow the delicious produce found on the lunch menu and salad bars.

When your child brings a new Harvest Collector Card home, ask what they learned about that particular food item, how they could prepare it, and how they would describe it. We hope the Harvest Collector Cards inspire you to have many conversations with your child about healthy eating.

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CREDITS

Boulder Valley School District Food Services Staff

This manual was written by Boulder Valley School District Food Services staff as well as other members of the community. It is intended for use by school and community partners and school districts in support of school gardens, Farm-to-School programs and related programming.

BVSD would like to offer special thanks to Curry Rosato and Heather Ridge for their work in writing and assembling this manual.

PKS Creative

BVSD would like to offer special thanks to Pam Simich for the graphic design and branding work for this manual and other specifics of the program.

U.S. Department of Agriculture

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